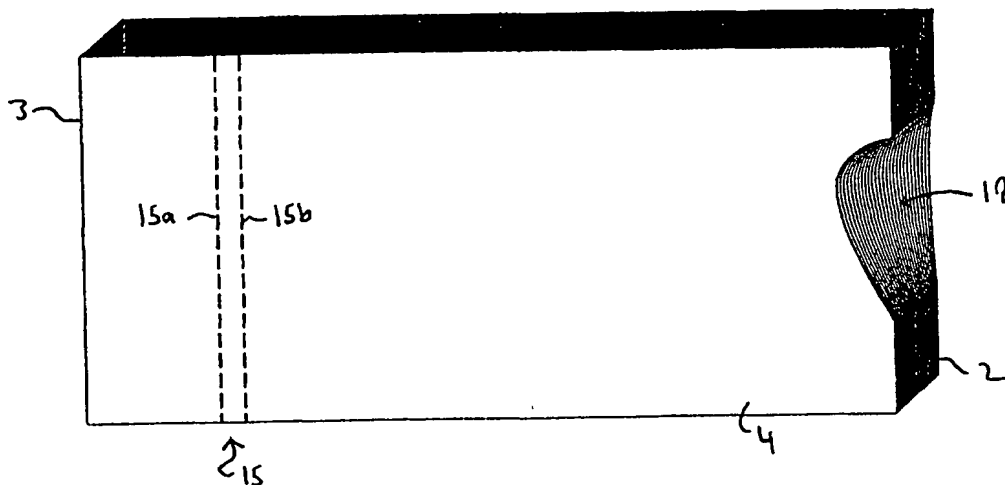




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(54) Title: EDUCATIONAL, INSTRUCTIONAL, PROMOTIONAL OR AMUSEMENT ARTICLE, AID OR NOVELTY



(57) Abstract

An article is provided comprising a series of bound pages (2) on which are provided frames (10) from a video or film clip of an action, or illustrations each depicting part of an action. Text or other data (11) associated with the clip or action is also provided on the pages. In a first mode, the pages are flicked to produce a moving video or film clip, or animation, and in a second mode, the pages may be opened at a particular page to view a frame and to read the associated text or data. More than one clip or animation may be provided in an article, either on opposite pages, on subsequent pages, or on the same pages as the or each other clip or animation. The article may be provided with binding (15) to provide a gripping area. The article may further be provided with a tapered portion (18) for facilitating the flicking action.

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Educational, Instructional, Promotional or Amusement
Article, Aid or Novelty

5 The present invention relates to an educational, instructional, promotional or amusement article, aid or novelty. For example, the invention may relate to an instructional aid for e.g. instructing users in how to carry out of a particular task or action, such as a sporting action.

10 Various products exist on the market for teaching people how to carry out various tasks, such as how to swing a golf club. Such a product may for example comprise an instruction book and/or a video to show live action shots of how a club is swung. Numerous
15 electronic multimedia products are also now available.

The present invention provides a new and advantageous form of such an aid, which has significant advantages over aids hitherto provided, and may also be used for other purposes, such as the promotion of a
20 product or company or for amusement or the like.

Viewed from one aspect, the present invention provides an article, aid or novelty item, comprising a series of bound pages on which are provided frames from a video or film clip of an action, as well as text or
25 other data associated with the clip, so that, in a first mode, the pages may be flicked to produce a moving video or film clip, and in a second mode, the pages may be opened at a particular page to view a frame and to read the associated text (and/or any other data).

30 As an example, the video clip may be of a golf swing, and, in the first mode, the user may flick the pages of the aid to see an animation of a golf swing, whilst, in the second mode, the user may view one of the frames together with its associated text which may
35 describe that particular part of the swing and the important points which need to be noted.

Thus, the invention provides a new type of learning

aid, which is portable, easy to use and inexpensive, yet overcomes the technical problem of providing both a "live-action" display of the particular task/action involved, and also an aid for closer study and understanding of the task/action. This is without the need for expensive and complicated electronic equipment or the like.

The video images may be obtained in any suitable manner, and may be applied to the pages in any suitable manner. In one preferred embodiment, the images are produced directly in a digital manner using a suitable digital camera or the like, whilst in another preferred embodiment, the images are scanned into a printer/computer means. Once digitally captured, the images may be processed in any suitable manner, and then provided to a suitable printing machine.

The video image frames are chosen so as to provide the clip at a desired speed. This may be varied depending on the permutations of the frames selected. Thus, the motion may be represented at actual speed, or faster than actual speed (by removing selected frames) or slower than actual speed (by repeating selected frames).

The speed of the clips may be set by selecting a suitable number of frames from the video clip. If a clip is required approximating actual speed, then one may assume an average flick rate of an average user, and use this to determine how many frames from a one second video clip should be used, e.g. by using the same number of frames from a one second video clip as the number of pages turned by a user per second.

As an example, a set reference speed, e.g. full speed, might use all 24 frames that are shot per second for a video clip, whilst a half speed clip might be provided by using each video frame twice, and a faster action clip might be provided by using e.g. only alternate frames.

The use of video provides a very advantageous method of providing the aid. The action to be shown can be simply captured e.g. on a video camera or by scanning, and then downloaded to a computer for image editing and frame selection.

In one embodiment, the frames are provided on one page, and text and/or any other data is provided on the opposite page, the arrangement being such that when the aid is opened for reading in the second mode, the reader is presented with an image on one page and the associated text on an opposing page of a previous or subsequent leaf.

The aid may be designed to be held in the left hand and flicked by the right hand, e.g. by the thumb, with the frames arranged on the frontside pages of the page leaves, so that the user views the image on the right of the aid. In this arrangement, the video frames are viewed whilst their pages are in a slightly curved shape, due to the flick.

In an alternative embodiment, the frames are arranged so that at the time when each frame is viewed during the first mode, the frame pages can lie substantially flat in the hand of the user for clear viewing of the action.

This may be achieved for an aid designed to be flicked using the right hand, by providing the frames on the rearside pages of the page leaves.

Instead of being provided opposite a frame, the associated text may be provided on the same page as the frame, e.g. below, above, to the side of or in the frame. This would then only use one page of each page leaf, and the opposite page could then either not be printed on, could e.g. be used for notes, or could include an alternative action to be viewed.

The frames for such a second action could be arranged so that the video/film clip is viewed using the same hand to flick the pages, e.g. the right hand. This

could be achieved by arranging the frames upside down with respect to the first set of images, so that on reversal of the aid, the second clip could also be viewed. In this case, both actions could be viewed with the pages curved or both actions could be viewed with the pages flat, as discussed above. Alternatively, if both sets of frames were provided the same way up, then one clip would be viewed curved and the other clip would be viewed flat.

As a further alternatively, one set of images could be viewed by a right-hand flick and the other set by a left-hand flick.

Besides the frames for a main clip, other secondary clips could also be shown. For example, frames for a close up of one part of an action could be shown on the same pages as the main clip frames, so that on flicking the pages, both the main action and the close up action may be viewed together. Alternatively, the secondary clips may be provided with the text, e.g. on the opposite pages to those of the main frames.

The frames for the secondary clips may be chosen so as to provide the same or different clip speeds as the main clip.

The frames, both main and/or secondary, may be annotated with desired graphics to highlight a feature or to emphasise a particular movement. For example, the frames may include arrows or other markings to indicate a specific part of a motion. Also, arrows or other markings could be provided to show motion, and markings may be provided which move or grow in size, e.g. length, and change direction from frame to frame, so that when flicked, the marking appears to move so as to emphasise a movement of the action.

It should be noted that the annotations can advantageously be provided by capturing video or film frames on a computer apparatus or other publishing equipment in a digital manner. This can then allow a

user to produce annotated frames of the video or film clip using a suitable software package to amend the frames with annotation and the like.

5 In order to highlight a particular aspect of an action, words may be provided on the video or film clips, which indicate for example in golf that one must always keep one's eye on the ball. These words may be provided on the frames so that on flicking the pages, the words move or change or appear or disappear, so that
10 for example, during flicking the user will first see the word "Always", and then "Always keep", until the full phrase is finally shown. The animation of the wording can make a powerful impact on the user, and can help to remind the user of a particularly important point.

15 The pages of the aid may be bound together along one edge thereof, e.g. the lefthand edge, and may have suitable front and rear protective covers, e.g. the covers may be waterproof.

In one embodiment, more than one action may be
20 animated by dividing the pages up into two or more groups of pages, e.g. a golf drive and a golf putt may be featured within a single bound product. In this case, each group of pages may be separated in a suitable manner, e.g. by suitable dividers or a separation page.
25 The divider may be suitably identified as such, e.g. by being of a different colour or by including a flag/tab portion. It may also be of a different shape, e.g. smaller or larger than the other pages, and may be of a different material, e.g. stiffer. This latter feature
30 may facilitate the flicking of the pages by providing a natural break which stops the flicking action.

The aid may include page breaks therein, e.g. one or more blank pages, which do not hinder the flick, but assist the eye in adjusting to the next part of the
35 action being depicted. These may be used where for example the perspective of the shot is changed or the camera pans to a different angle.

The pages of the aid may be configured to facilitate the flicking action. In one embodiment, the leading edge of the aid may be sloped slightly, with the top page of the aid the narrowest and each successive page slightly wider, up to the last and widest page. This may then make the flick easier to achieve and more controllable. The slope/taper could also be reversed for flicking using the left hand, or could be provided in opposite directions at the top and bottom of the page, so as to facilitate flicking in two directions if two clips are provided in opposing flick directions. A slope/taper of between about 45° and about 60° is preferred.

Rather than merely being bound at their edges, the pages may be bound to one another inwards of their bound edges so as to allow a user to grip the bound portion of the pages during flicking. This provision of a set holding area prevents the user from otherwise holding the pages too far inwardly of the bound edge, and so hindering the flick. The aid may also have designated/marked thumb/finger placement areas to ensure that the user holds the aid properly.

The inward binding of the pages may be achieved in any suitable manner, e.g. by adhesive along a margin portion of the pages, or could be provided by a first binding along the edges of the pages and a second binding inward a suitable distance from the first binding. This second binding could be formed by e.g. a row of stitching.

In a further embodiment of the present invention, a holding element may be provided at the bound edge of the aid to provide a grip portion for the user. This holding element may be integral with the aid or removable therefrom, and may comprise e.g. a slider, which may be of elongate form with a U-shaped cross-section, or may comprise a clamping element which may clip over the bound edge of the aid.

If the holding element is removable, then one element may be used with aids on a number of different topics or the like. In this case, the element may include additional features, that might not be provided on integral grips, such as a handle or grip portion 5 configured for ease of holding the aid. It may be provided with or without specially placed textured material to improve grip, e.g. a rubberised handle could be provided. It could also include a support, e.g. a 10 rigid back portion for supporting the pages of the aid. Further, the side edge of the holding element may be curved, e.g. semicircular in shape for ease of holding. The element could include a thumb grip.

Aids used with such an element may have only a 15 simple binding without an extra grip portion, as this is provided by the holding element.

The above gripping areas also help to prevent breaking of the bind between the pages, which might otherwise occur after prolonged use of an aid with only 20 a simple edge binding of the pages. This may also be achieved by providing a loop or band of a suitable material, such as a rubberised or elastic material, near to the spine of the bound pages around all of the pages of the aid except perhaps for the front and/or rear 25 cover, so as to act as a clamp to take the strain/pressure off of the binding.

Means may also be provided to keep the free edges of the pages together when the aid is not in use. This then prevents the pages from separating out at their 30 leading edge and from fanning or splaying out and becoming floppy, which could produce a less positive flick. For example, the aid may include a fastening means, such as a Velcro™ fastener, e.g. a Velcro™ pad on the front or rear cover of the aid and a ribbon and pad 35 on the other cover for engagement with the first pad. Stud means could also be used, and other embodiments could comprise a slip case or the like to hold the pages

together.

In one embodiment, the band mentioned above for preventing bind break could be moved from the inside position and repositioned over the leading edge when the aid is not in use in order to hold the pages together.

Besides instructional uses, the present invention may also be configured for other uses, such as in the field of advertising and promotion.

Thus, for example, the frames may comprise a video or film clip from an advertisement, which may or may not have been used on the television or in the cinema, whilst the text may comprise details about the product or company advertised. It could also comprise for example coupons, in which case various or all of the pages may be configured to be removable, e.g. by having perforations or lines of weakness therein.

In a further alternative, the invention could provide a competition, such as where one must spot the position of an article such as a ball. The video clip may then comprise a sequence of for example a game of football, with the article, in this case the ball, removed from a particular frame of the clip. The reader may then be asked to guess the position of the article (ball) in that frame.

In other embodiments, the pages may mount clips of the best goals or other scores of a particular sport such as football over for example a season, with textual data on the scorers, teams, significance of the score, etc. also being provided. A number of these novelty items could be produced for e.g. different players or teams, and could be provided for insertion into a suitable holding element discussed above.

Instead of using video or film clips, any other suitable illustrations could be used to provide an animated image, and for example the pages could have drawings or transparencies thereon. Again, annotations as desired could be included.

Viewed from a further aspect, therefore, the present invention provides an educational, instructional or promotional aid or novelty comprising a series of illustrated pages that each depict part of a specific action, and include associated text/data corresponding to the actions, so that, in a first mode, the pages may be flicked to produce an animation of the action, and in a second mode, the pages may be opened at a particular illustration both to view the illustration and to read the associated text.

Again, although not necessarily using video clips, the instructional aid provides a handy and inexpensive multimedia experience.

The invention also extends to methods of making any of the above articles, aids and novelty items.

Embodiments of the present invention will now be described, by way of example only, with reference to the accompanying drawings, in which:

Fig. 1 is a perspective view of an instructional aid in accordance with one embodiment of the present invention;

Fig. 2 shows the aid open on one of its pages;

Fig. 3 shows the aid open on a subsequent page;

Fig. 4 shows the aid open on a further subsequent page;

Fig. 5 shows an open page of an aid according to a second embodiment of the present invention;

Fig. 6 shows an open page of an aid according to a third embodiment of the present invention;

Fig. 7 is a perspective view of a fourth embodiment of an instructional aid according to the present invention;

Figs. 8 and 9 show perspective views of a fifth embodiment of the present invention;

Fig. 10 is a perspective view of a sixth embodiment of an instructional aid according to the present invention;

Fig. 11 is a perspective view of a seventh embodiment of an instructional aid according to the present invention;

5 Figs. 12a-12c are various views of an eighth embodiment of an instructional aid according to the present invention; and

Fig. 13 is a perspective view of a ninth embodiment of an instructional aid according to the present invention.

10 Referring to Fig. 1, an instructional aid 1 comprises a plurality of pages 2 bound at an edge 3, and having a front cover 4 and a rear cover 5. The aid may be closed by a fastener 6 comprising a ribbon 7 attached at one end to the rear cover 5 and having a Velcro™ pad 8 attached at its free end for engagement with a Velcro™ pad 9 attached to the front cover 4. The fastener 7 keeps the free edges of the pages 2 together when the aid 1 is not in use, and prevents the pages from fanning out, which could have a negative effect on the action of
20 the flick described below.

In use, the fastener 7 is undone, and the aid 1 is held by the left hand at the bound edge 3. In a first mode, the pages 2 are then flicked by the right-hand thumb so as to view a number of video image frames 10 (as shown in Figs. 2-4) arranged in a sequential manner so as to provide a video clip of an action - in this case a golf swing. In a second mode, the user opens the aid at a specific page to both view the video frame 10 on that page and also to read associated text and other
25 data 11 arranged on the opposite page, which may instruct the reader on the important points of the stage of the swing associated with the frame 10, and provide tips on how to improve their action, etc.

30 Thus, the invention provides an instructional aid 1 which is inexpensive, easy to use, and portable, yet which can be used in one mode to provide a video clip of an action such as a golf swing, whilst it can also be

used in a second mode to read about various aspects and details of the action. Such a result might only otherwise have been achievable using electronic equipment, such as a video cassette and other multimedia electronic equipment.

5 As can be seen in Figs. 2-4, besides the main video clip frames 10, a secondary clip may also be provided by insert frames 12, which in this case show the action of the gripping of the golf club prior to the swing of the main video clip frames 10.

10 The data 11 associated with the images 10 may be text, still diagrams or any other suitable data to do with the action. It may also include further video clip frames 13 or other animation that may be viewed by flicking the pages 2 in the opposite direction to that for viewing the main frames 10. The frames 13 may for example provide a video clip which for example emphasises an aspect of the action in the main frames 10. For example, in the embodiment shown, the video clip frames 13 are a smaller version of the main frames 10 showing the golfer carrying out his swing, but with an annotated marking 14 that may move and/or grow with each subsequent frame 13 so as to indicate the main movement of the swing during the clip. Such annotation may also be applied to the main or secondary clips 10 and 12, if desired.

25 The three clips 10, 12 and 13 may run at the same or different speeds.

30 The use of video clips for the illustration is very advantageous, as the videoing of the action can be carried out simply, and the video frames can be captured digitally, for example directly from a camera, by scanning or in any other suitable manner, for processing on e.g. a computer or other suitable desktop publishing equipment, using a suitable software package so as to for example insert the secondary image frames 12 and/or to include annotation 14.

The speed of the clips may be set by selecting a suitable number of frames from the video clip. If a clip is required approximating actual speed, then one may assume an average flick rate of an average user, and
5 use this to determine how many frames from a one second video clip should be used, e.g. by using the same number of frames from a one second video clip as the number of pages turned by a user per second.

As an example, a set reference speed, e.g. full
10 speed, might use all 24 frames that are shot per second for a video clip, whilst a half speed clip might be provided by using each video frame twice, and a faster action clip might be provided by using e.g. only alternate frames.

15 Fig. 5 shows open pages of a second embodiment of the present invention. This embodiment is identical to the first, except that the main frames 10 and the associated text and data 11 are provided on the opposite pages to those of the first embodiment (i.e. so that the
20 main frames 10 are on the left instead of the right).

In the first embodiment, the main frames 10 are viewed whilst their pages are in a slightly curved condition due to the flicking action. In the second
25 embodiment, still using the right-hand thumb to flick, each of the main frames 10 are viewed when they land flat in the left hand of the user after being flicked. This arrangement may therefore provide improved viewing of the frames 10.

It should be noted that these aids may also be
30 produced for flicking by the left hand. In this case, the frames would run in the reverse direction from the above, so that the first frame would be towards the rear of the aid (when viewed in the normal manner with the page binding to the left). With pages as shown in the
35 embodiment of Fig. 5, the frames 10 would be viewed whilst curved, whilst with the pages shown as in Fig. 2, the frames would be viewed flat when they have fallen

into the right hand.

Fig. 6 shows an open page of a third embodiment, in which the main frame 10 is replaced by four frames 10a-10d of equal size. These frames may be of the same action at different speeds, or may be of different actions at the same or different speeds. Instead of the four frames 10a-10d, and other number of suitable frames could be used. The frames also need not be of equal size.

Fig. 7 discloses a fourth embodiment of the present invention which is similar to the first, but includes a second binding 15 inward by a distance "a" of the bound edge 3. The binding 15 shown is a stitched binding, although other bindings are possible.

The binding 15 provides a grip portion 16 for the user to hold during flicking, and allows the free portions of the pages 2 to be more easily flicked. Without the grip portion 16, a user will often tend to hold the pages too far from the edge 3, and so will hinder the flick action. The distance "a" may be any suitable distance, and may depend on the overall size of the pages.

The binding 15 also helps to prevent bind break at the edge 3, which might otherwise occur after prolonged use, if only a simple binding at edge 3 were used.

Figs. 8 and 9 are perspective views of a fifth embodiment of the present invention, which again shows the use of a second binding 15, in this case comprising a thread sewn binding sewn twice. Possible dimensions would be for example pages of 180 mm by 99 mm, with the second binding 15 comprising a first thread sewn binding 15a 30 mm from the edge 3 and a second thread sewn binding 15b 35 mm from the edge 3. The pages are also bound using an adhesive binding 17 which covers the spine and the first row of stitching.

Also shown in the fifth embodiment is the use of a sloped thumb-shaped cut-out portion 18 for facilitating

the flicking action by the user, as well as a cover 4 of a clear 3D style crystalline material for added effect. A cover of for example a lenticular honeycomb material could be used, which provides the illusion of depth, and provides a particularly effective illusion of the thumb when placed on the front cover for flicking.

Fig. 10 shows a sixth embodiment of the present invention which is similar to that of Fig. 7, but includes a grip element 19 to provide the grip portion 16.

The grip element 19 may be made from e.g. a plastics extrusion, and may slide onto the spine of the pages 2 to provide a grip.

In this embodiment, the pages 2 may or may not include the second binding 15.

The grip element 19 may be permanently or removably fixed to the pages 2. In the latter case, the same element 19 may be used with a number of different aids 1 on different subjects, the user placing the element 19 over the bound edge of the pages 2 of an aid 1 before viewing.

The grip element 19 could be ergonomically designed to provide a comfortable hold. It may include a grip portion of e.g. rubberised material, and may be shaped to fit well in the hand. For example, instead of the rectangular shape shown, the element 19 could be curved, e.g. semi-circular in shape when viewed from the front of the aid 1.

Also, instead of sliding onto the spine, the element 19 could clamp or clip onto the spine.

A further measure to avoid bind breaking of the pages 2, is provided in a seventh embodiment of the present invention shown in Fig. 8, in which a rubberised/elasticated loop/band 20 is provided over the pages 2 towards the bound edge 3 in order to hold the pages 2 together.

The loop/band 20 may be permanently fixed in place

or removable. If removable, then when the aid 1 is not in use, the band 20 may be moved from the position shown towards the free ends of the pages 2 to hold the pages 2 together in place of the fastener 7 of Fig. 1.

5 Figs. 12a-12c show an eighth embodiment of the present invention, in which the pages 2 are cut so as to provide a slope along the leading edge 21 of the aid 1, so as to facilitate the flicking of the pages 2. Thus, the first page will be the narrowest, with the pages 2
10 increasing in width to the last page. In the embodiment shown, the first page has a width of "x", whilst the last page may have a width of "x+y". Generally, it is preferred to have a slope of between about 45° and about 60° to provide a good flicking action.

15 Fig. 13 shows a ninth embodiment of the present invention, in which the aid 1 is used to animate a number of different main actions. In this embodiment, the pages 2 are arranged into three different groups 22, 23 and 24, each of which provides a video clip of a
20 particular action.

Between each group 22-24, is provided a divider 25, which may be stiffer than the other pages 2 and of different colour for ease of access. The dividers 25 may be of the same or a slightly smaller size than the
25 pages 2. When stiffer than the flicked pages, the dividers provide a natural stop during a flick, so as to facilitate stopping of the flick at the end of a video clip.

With regard to the pages 2, these may be of any
30 suitable material and size to provide a crisp flicking action. They may e.g. typically be of about 120 g paper. Lighter paper could also be used where the aids are small in size.

In situations where the action is to be seen from
35 different views, for example with a golf drive and then the watching of the path of the ball, then the above dividers could be used. However, it may be preferable

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to see both shoots in the same flick. In this case, page breaks (e.g. one or more blank pages) may be included between the shoots, which do not hinder the flick, but assist the eye in adjusting to the next part of the action being depicted.

The above are only specific embodiments of the present invention, and variations and modifications on the above are possible. For example, instead of using video, film clips could be used or drawings and the like. Also, in the frames or elsewhere, wording could be provided which changes on flicking e.g. to appear or disappear one or more words or letters at a time, change shape or colour, etc., and may form a particular phrase, such as "Keep your eyes on the ball". This would then highlight and reinforce that instruction. As a further example, a resuscitation instructional aid, could provide an action sequence including a text note or banner which builds up through the flick to read e.g. "repeat every 5 seconds".

Also, the invention may be used for other purposes involving text and action.

The aid may teach actions in other sports, besides golf, such as a racquet sport or the like or any other sport.

It may also be used for promotional purposes, with for example the video clips comprising a section of an advertisement which may or may not have been used on the television or at the cinema, whilst the text may provide data about what is being promoted. It could also comprise coupons, which could be removed for example at lines of weakness, such as perforated lines.

Furthermore, the invention could provide a competition, in which one must spot the position of an article such as a ball missing in one frame of the action, eg. of a football match.

Further possibilities include instructional clips and text on e.g. cooking or resuscitation or how to

brush one's teeth. Still further, the action could be to teach a child how to draw a letter of the alphabet, or could comprise signs for the deaf to e.g.

5 congratulate the recipient or provide some other message. This use may not possibly require the dual mode of the aid discussed above, and could comprise bound pages having video images thereon which when flicked provide a video clip of an action.

10 The images may also have features, such as characters missing from some of the frames, which a user must collect and stick into the pages to see a final complete clip.

Claims:

1. An article comprising a series of bound pages on which are provided frames from a video or film clip of an action, as well as text or other data associated with the clip, so that, in a first mode, the pages may be flicked to produce a moving video or film clip, and in a second mode, the pages may be opened at a particular page to view a frame and to read the associated text or data.
2. An educational, instructional or promotional article comprising a series of illustrated pages that each depict part of a specific action, and include associated text or data corresponding to the actions, so that, in a first mode, the pages may be flicked to produce an animation of the action, and in a second mode, the pages may be opened at a particular illustration both to view the illustration and to read the associated text or data.
3. The article of claim 1 or 2, wherein a frame or illustration is provided on one page, and text and/or any other data is provided on the opposite page, the arrangement being such that when the article is opened for reading in the second mode, the reader is presented with the frame or illustration on one page and the associated text on an opposing page of a previous or subsequent leaf.
4. The article of claim 1, 2 or 3, wherein the article is designed to be held in the left hand and flicked by the right hand, with the frames or illustrations arranged on the frontside pages of the page leaves, so that the user views the image on the right of the article.

5. The article of claim 1, 2 or 3, wherein the frames are arranged so that at the time when each frame or illustration is viewed during the first mode, the frame/illustration pages lie substantially flat in the hand of the user for clear viewing of the action.

6. The article of claim 5, wherein the article is designed to be held in the left hand and flicked by the right hand, with the frames or illustrations provided on the rearside pages of the page leaves.

7. The article of any preceding claim, wherein the page opposite each frame or illustration includes a frame or illustration of a second action to be viewed.

8. The article of claim 7, wherein the frames or illustrations of the second action are arranged upside down with respect to the first set of frames or illustrations.

9. The article of any preceding claim, wherein a secondary set of frames or illustrations is provided on the same pages as the first set.

10. The article of claim 9, wherein the secondary frames or illustrations are configured so as to provide a different action speed when flicked from that of the first set of frames or illustrations.

11. The article of any preceding claim, wherein the frames or illustrations are annotated.

12. The article of any preceding claim, further provided with front and rear protective covers.

13. The article of any preceding claim, in which the pages are divided into a plurality of groups of pages,

- 20 -

each group when flicked showing a different clip or animation.

5 14. The article of claim 13, wherein each group of pages is separated by a divider.

15 15. The article of claim 14, wherein each divider is stiffer than the pages.

10 16. The article of any preceding claim, wherein at least a portion of the leading edge of the article is provided with a taper, with the top page of the article the narrowest and each successive page slightly wider, up to the last and widest page.

15 17. The article of any of claims 1 to 15, wherein at least a portion of the leading edge of the article is provided with a taper, with the top page of the article the widest, and each successive page slightly narrower,
20 up to the last and narrowest page.

18. The article of claim 16 or 17, including two oppositely tapered portions, so as to facilitate flicking in two directions if two clips or actions are
25 provided in opposing flick directions.

19. The article of claim 16, 17 or 18, wherein the taper is between about 45° and about 60°.

30 20. The article of any preceding claim, wherein the pages are bound together along one edge thereof.

21. The article of claim 20, wherein the pages are bound to one another inwards of their bound edges so as
35 to allow a user to grip the bound portion of the pages during flicking.

22. The article of claim 20, wherein the inward binding of the pages is provided by a first binding along the edges of the pages and a second binding inward a suitable distance from the first binding.

5

23. The article of any preceding claim, further provided with designated thumb/finger placement areas to ensure that the user holds the article properly.

10

24. The article of any preceding claim, further comprising a holding element at the bound edge of the article to provide a grip portion for the user.

15

25. The article of claim 24, wherein the holding element is removable from the article.

26. The article of claim 25, wherein the holding element includes a handle or grip portion.

20

27. The article of claim 24, 25 or 26, wherein the holding element comprises a slider of elongate form with a U-shaped cross-section.

25

28. The article of claim 24, 25 or 26, wherein the holding element comprises a clamping element which clips over the bound edge of the article.

30

29. The article of any of claims 24 to 28, wherein the holding element further includes a rigid back portion for supporting the pages of the article.

35

30. The article of any preceding claim, further comprising a band of material near to the spine of the bound pages around at least some of the pages of the article, so as to act as a clamp to relieve strain from the binding.

31. The article of any preceding claim, further comprising means to keep the free edges of the pages together when the article is not in use.

- 5 32. The article of any preceding claim, in which one or more of the pages are configured to be removable, preferably by having perforations or lines of weakness therein.

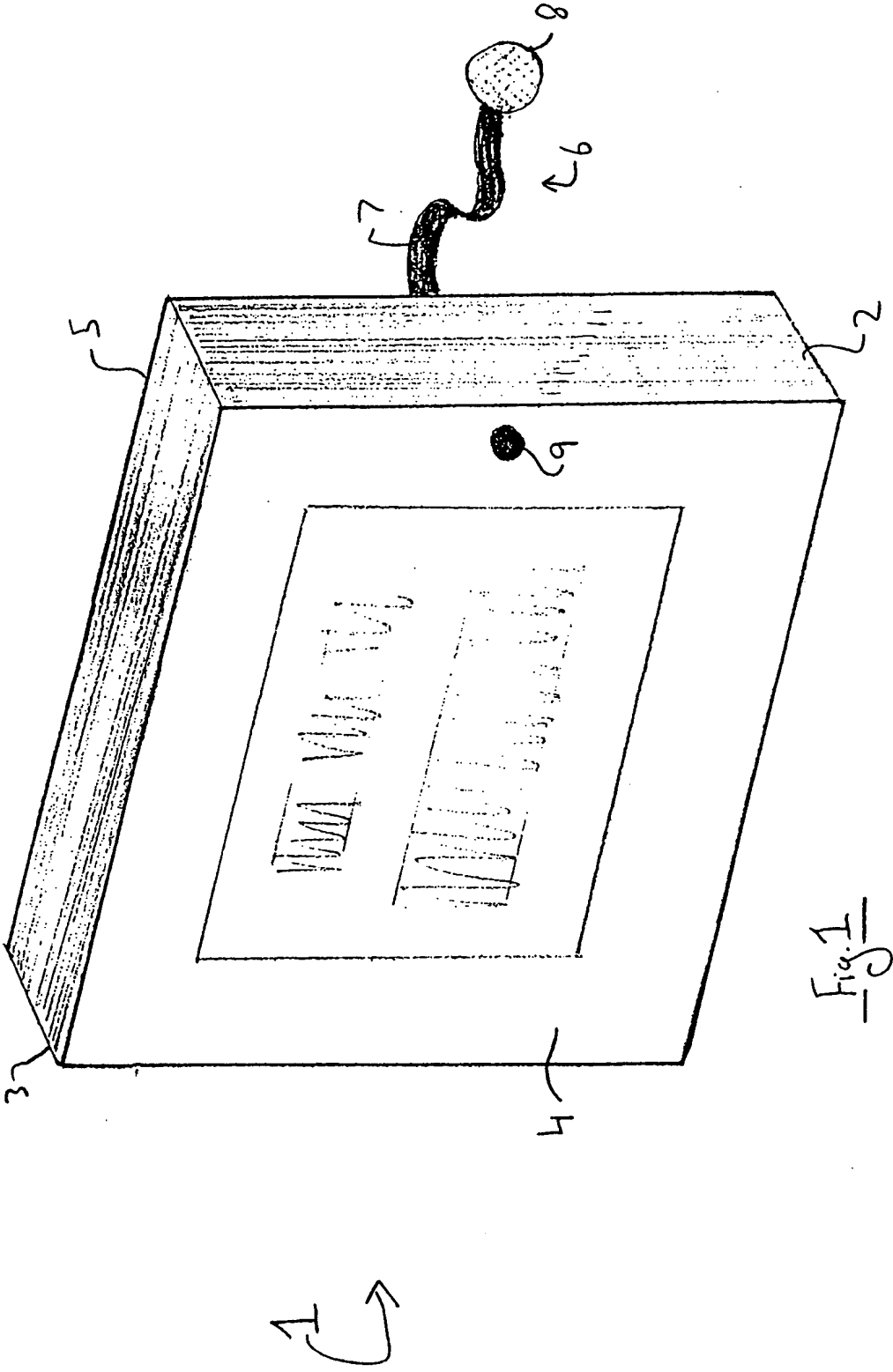
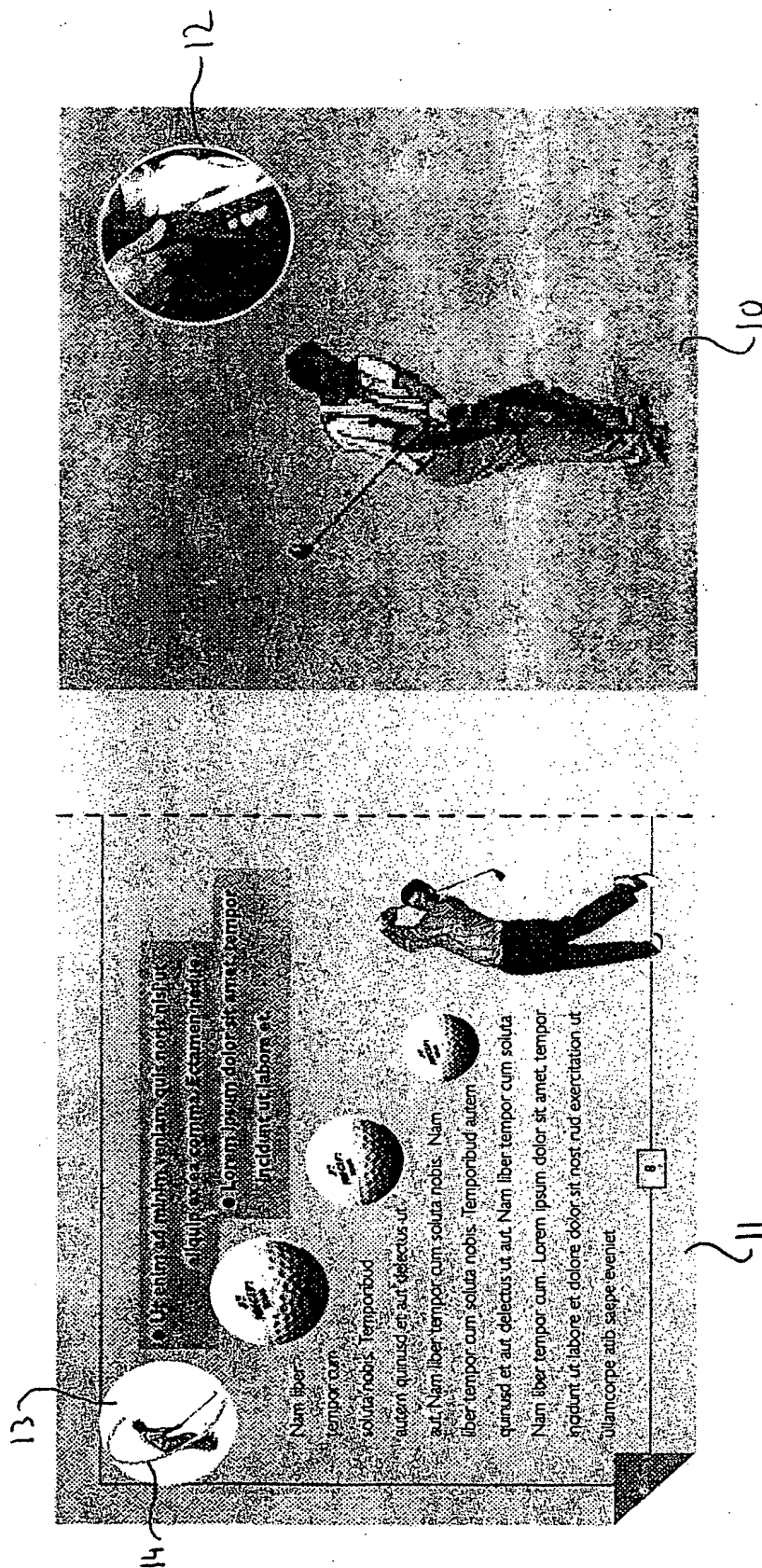
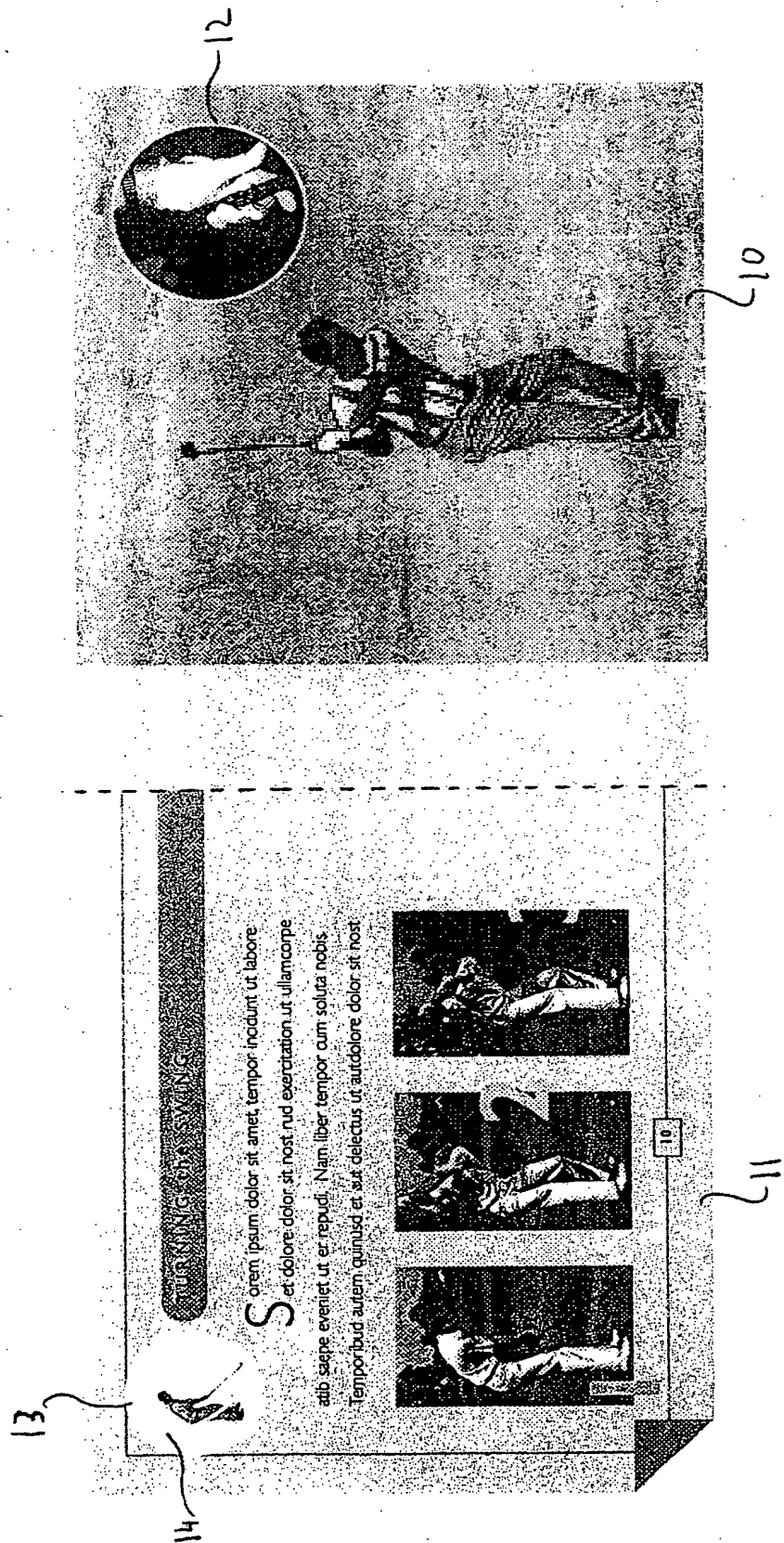


Fig. 1





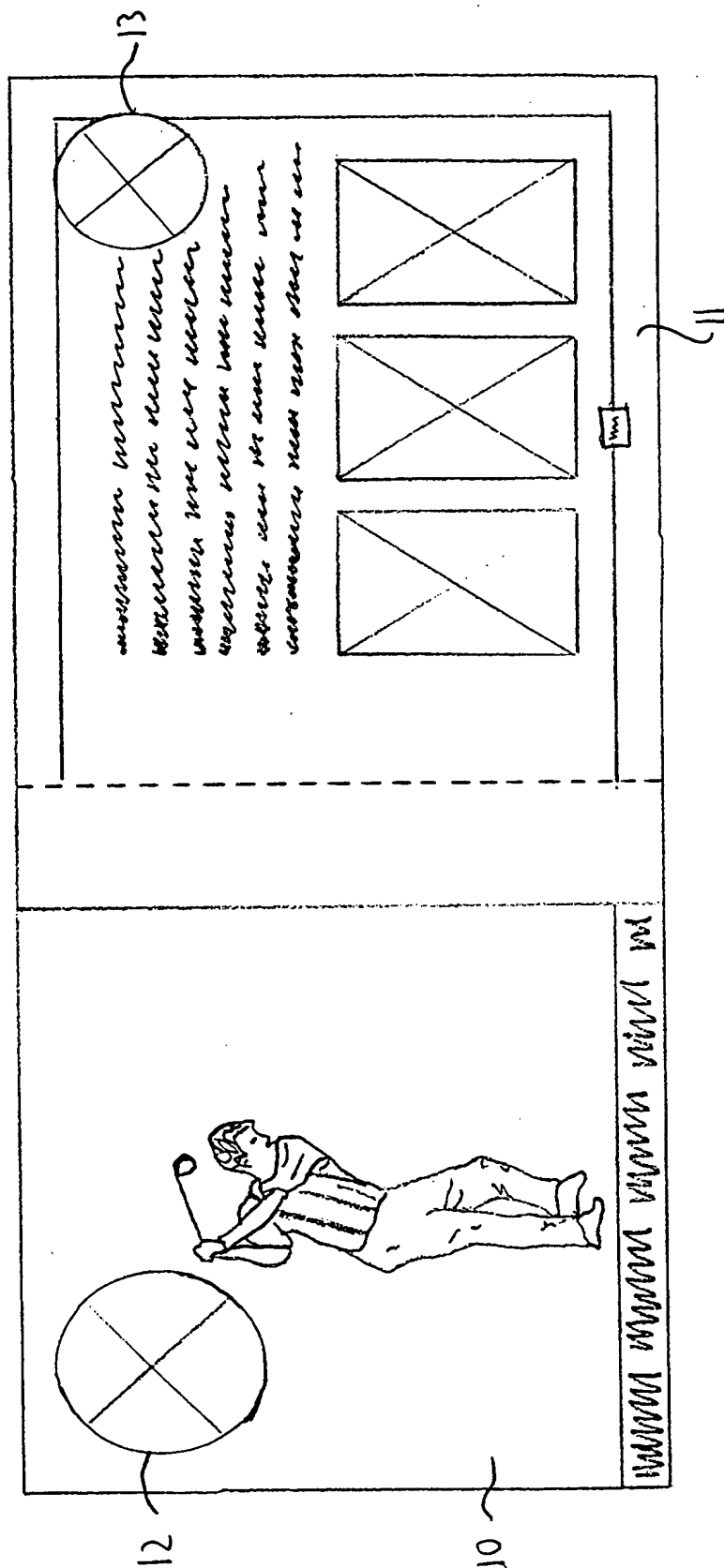


Fig. 5

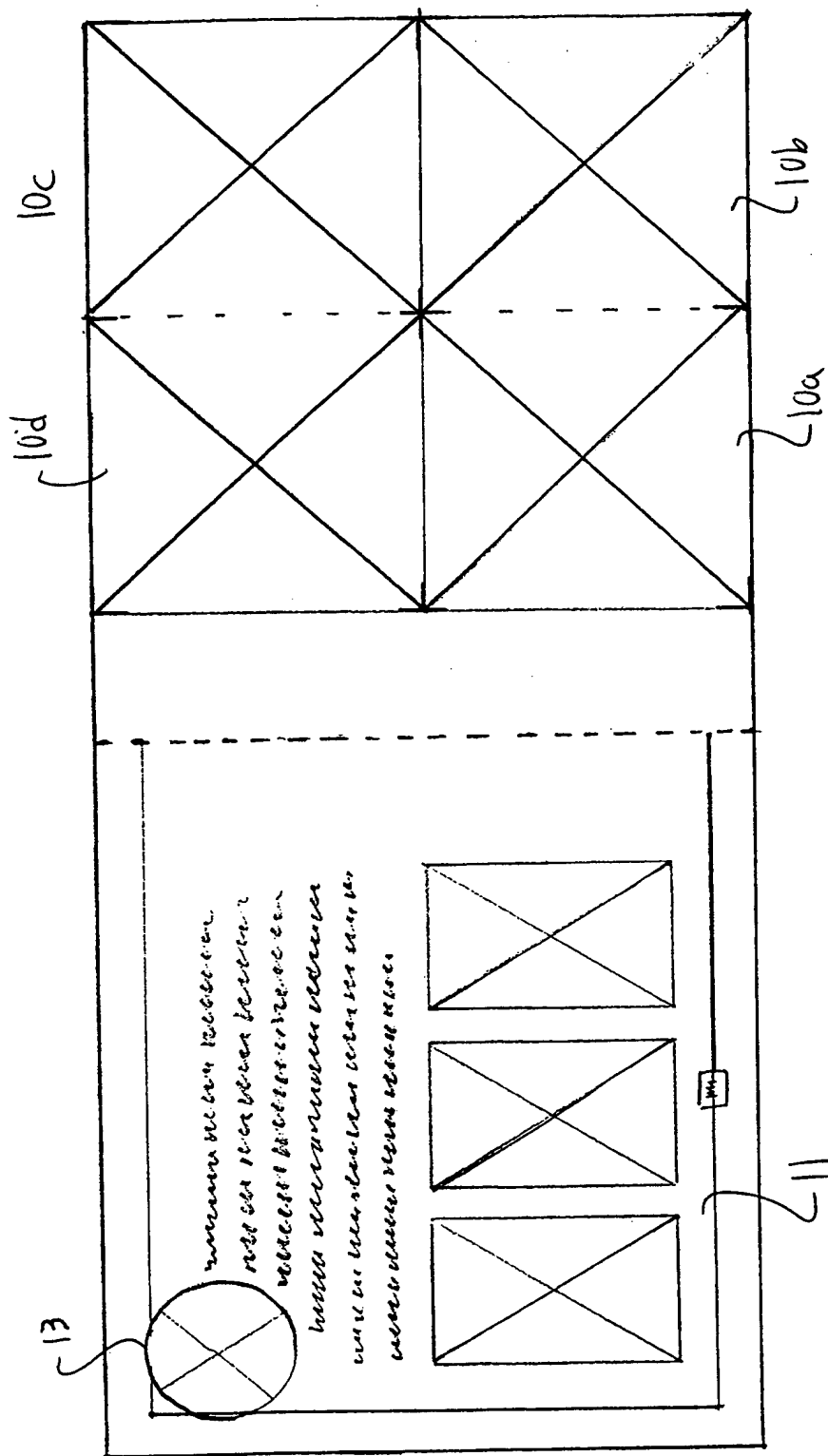
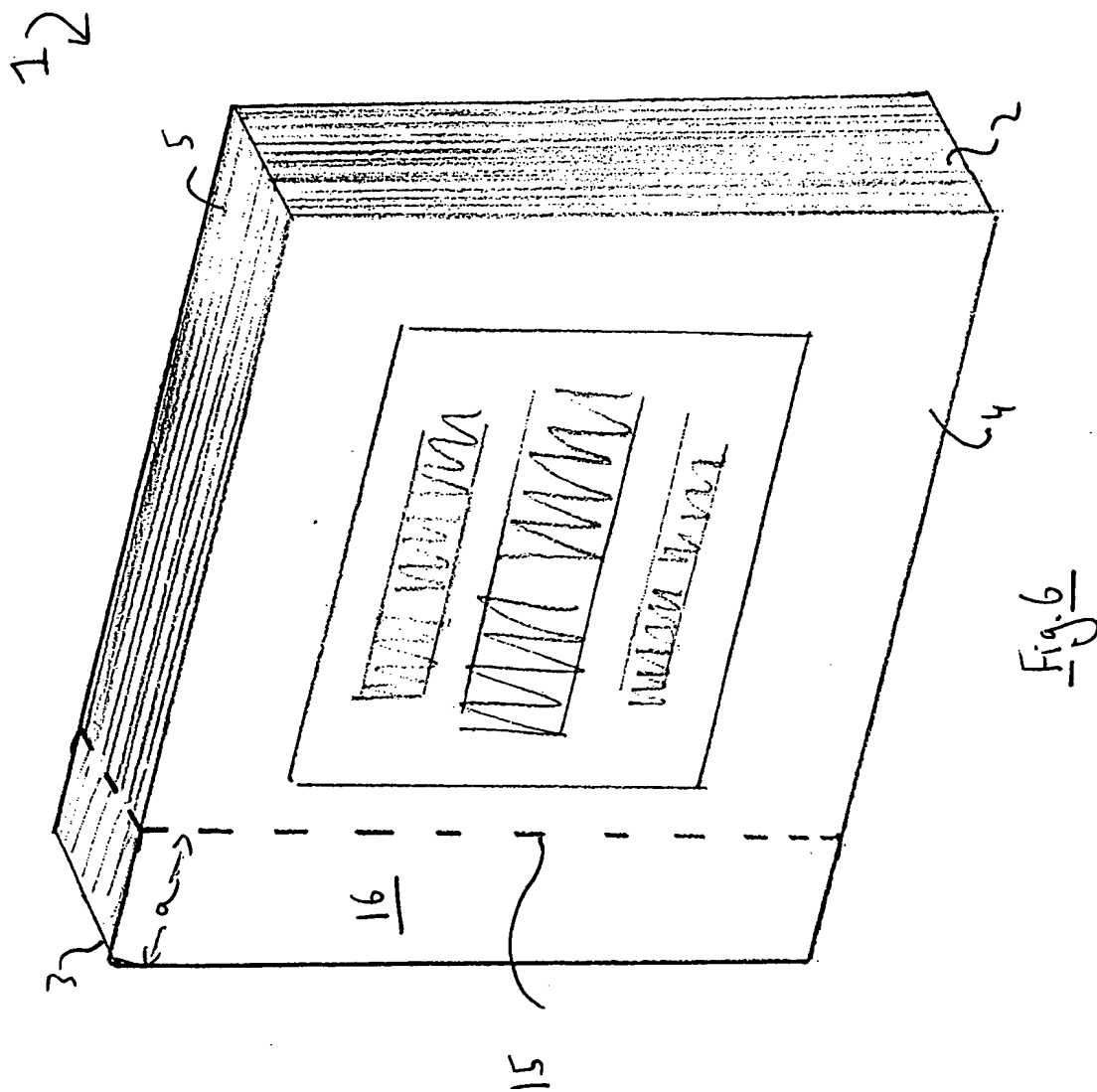


Fig. 6



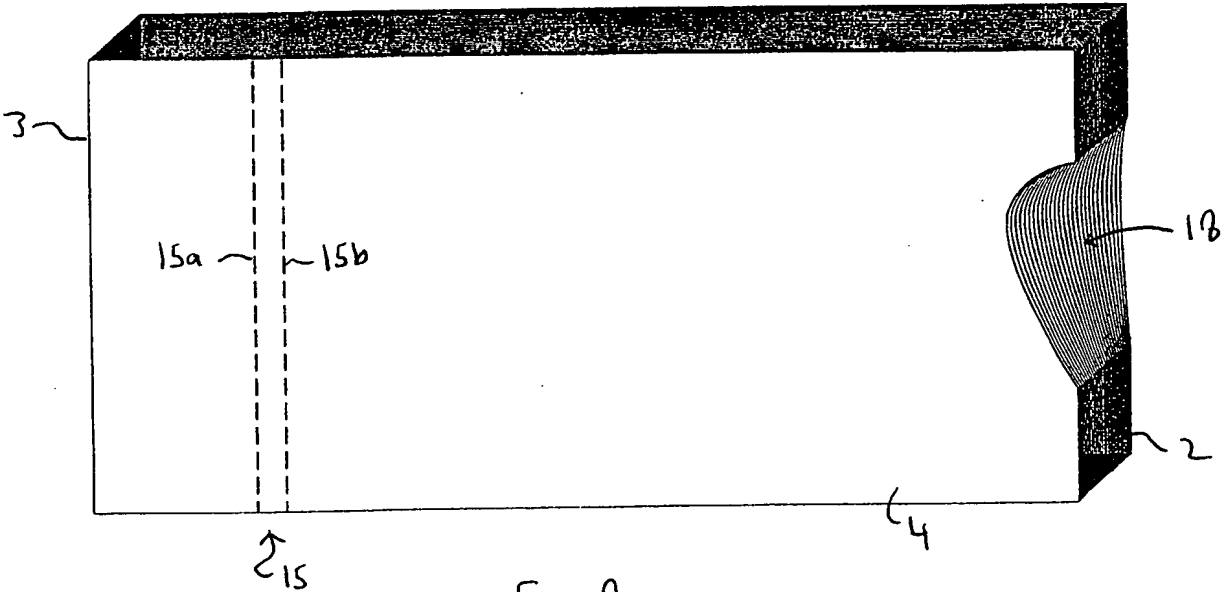


Fig. 8

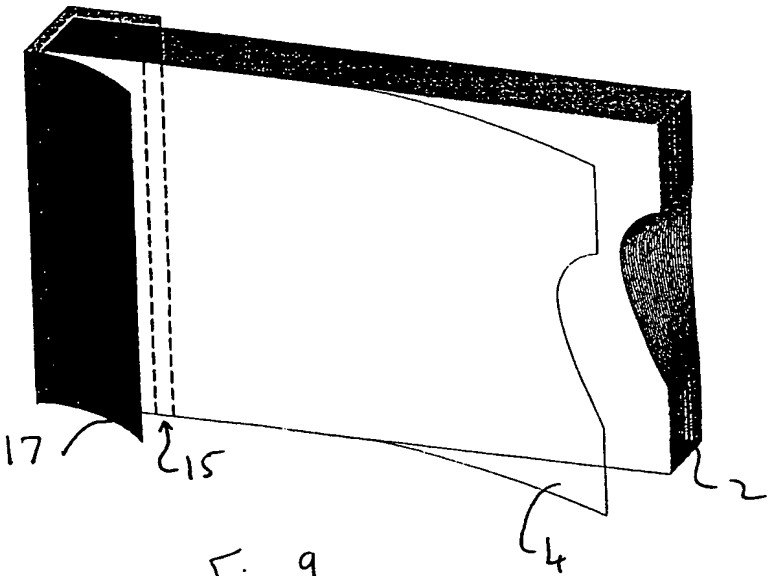


Fig. 9

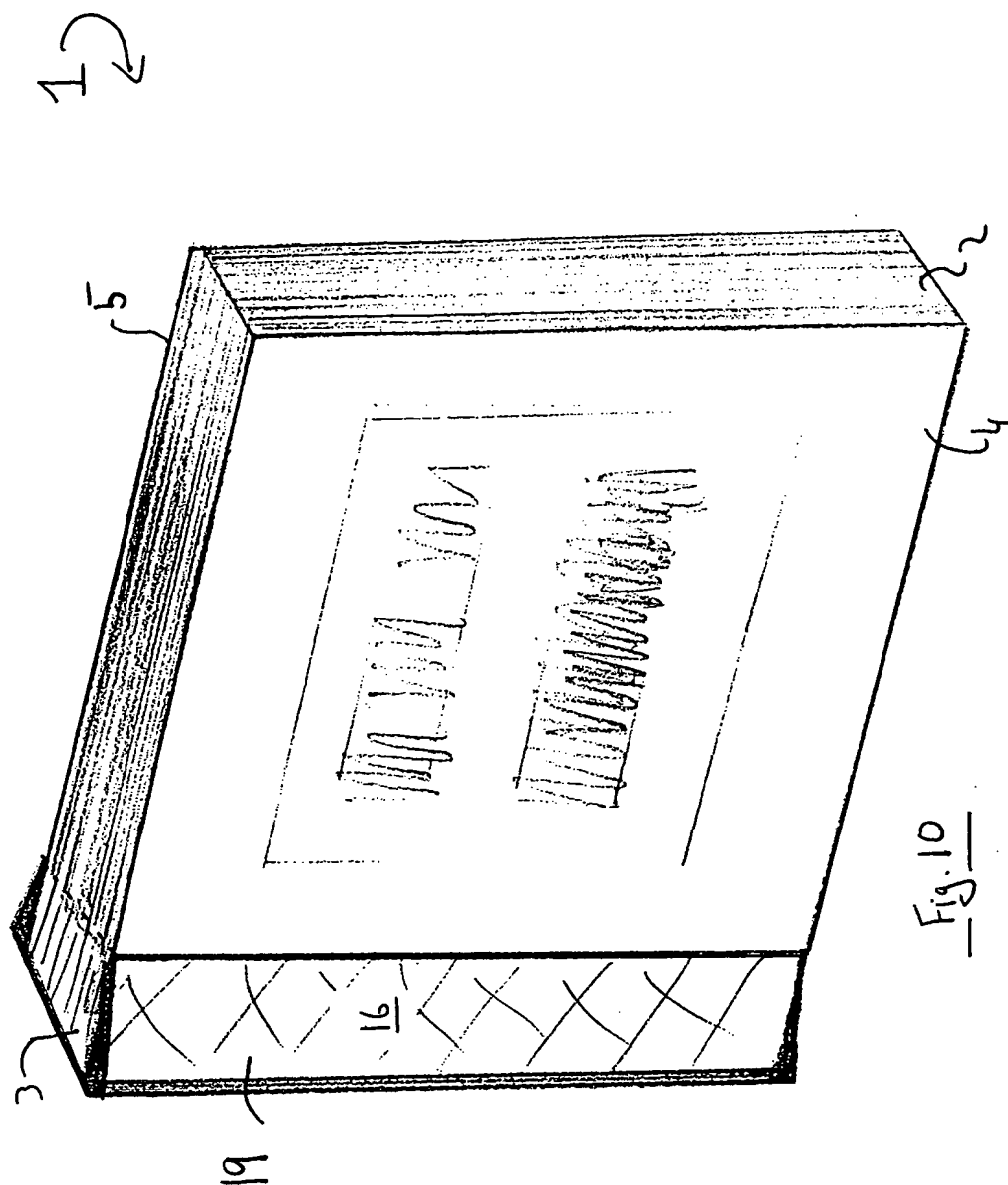
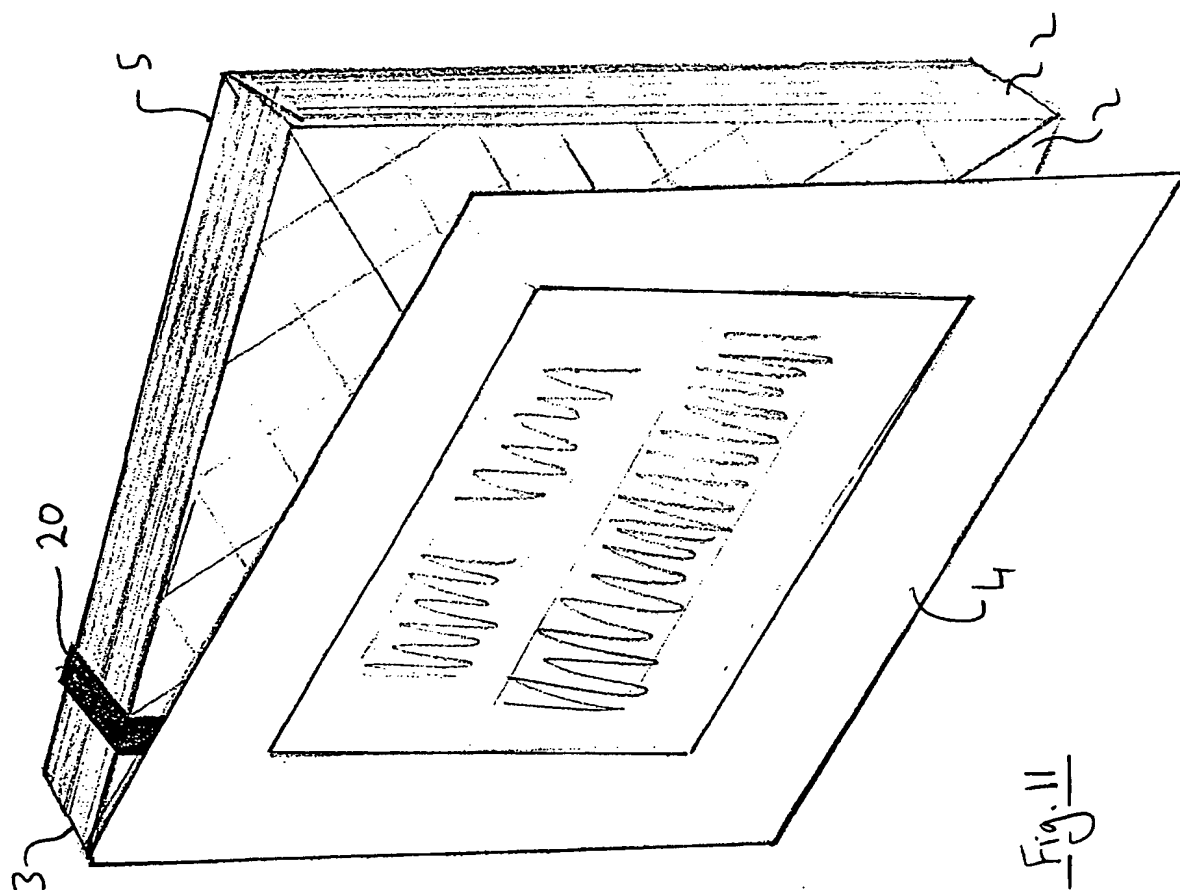
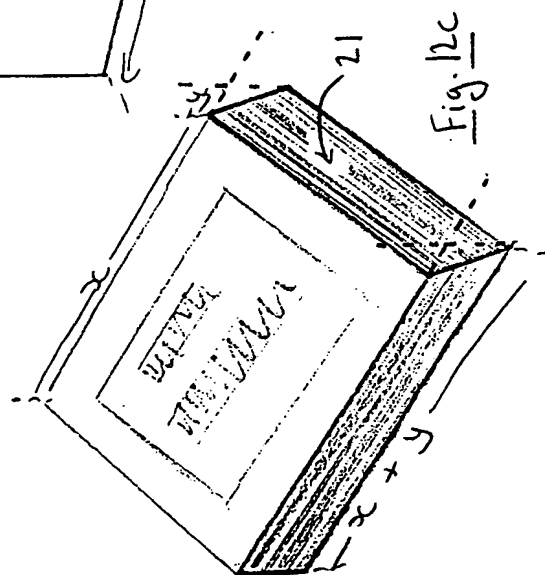
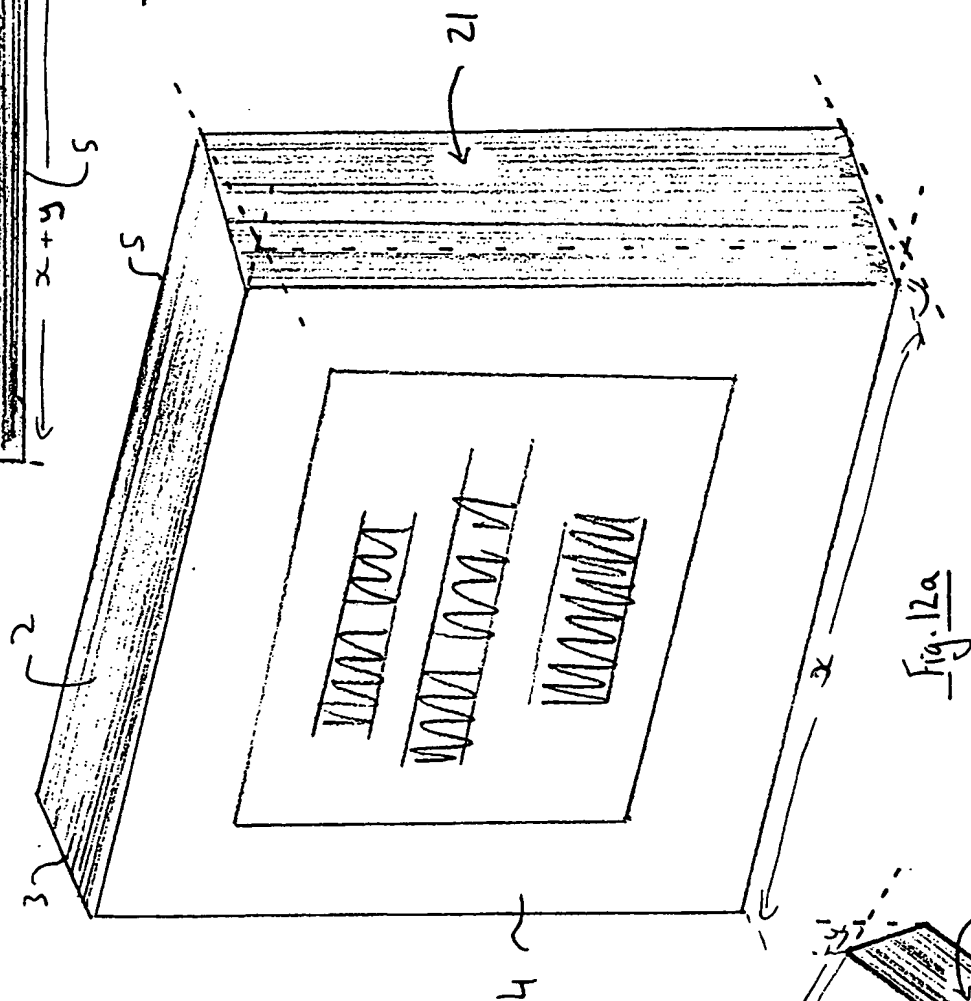
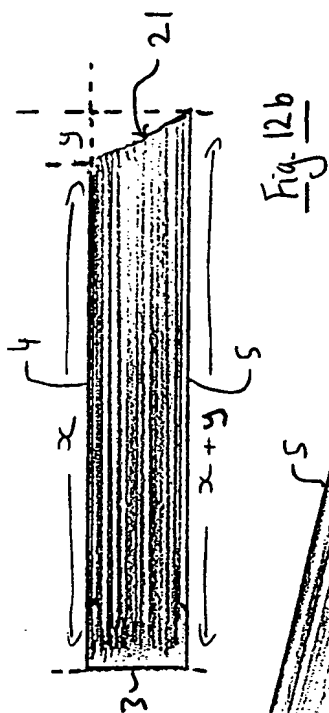


Fig. 10





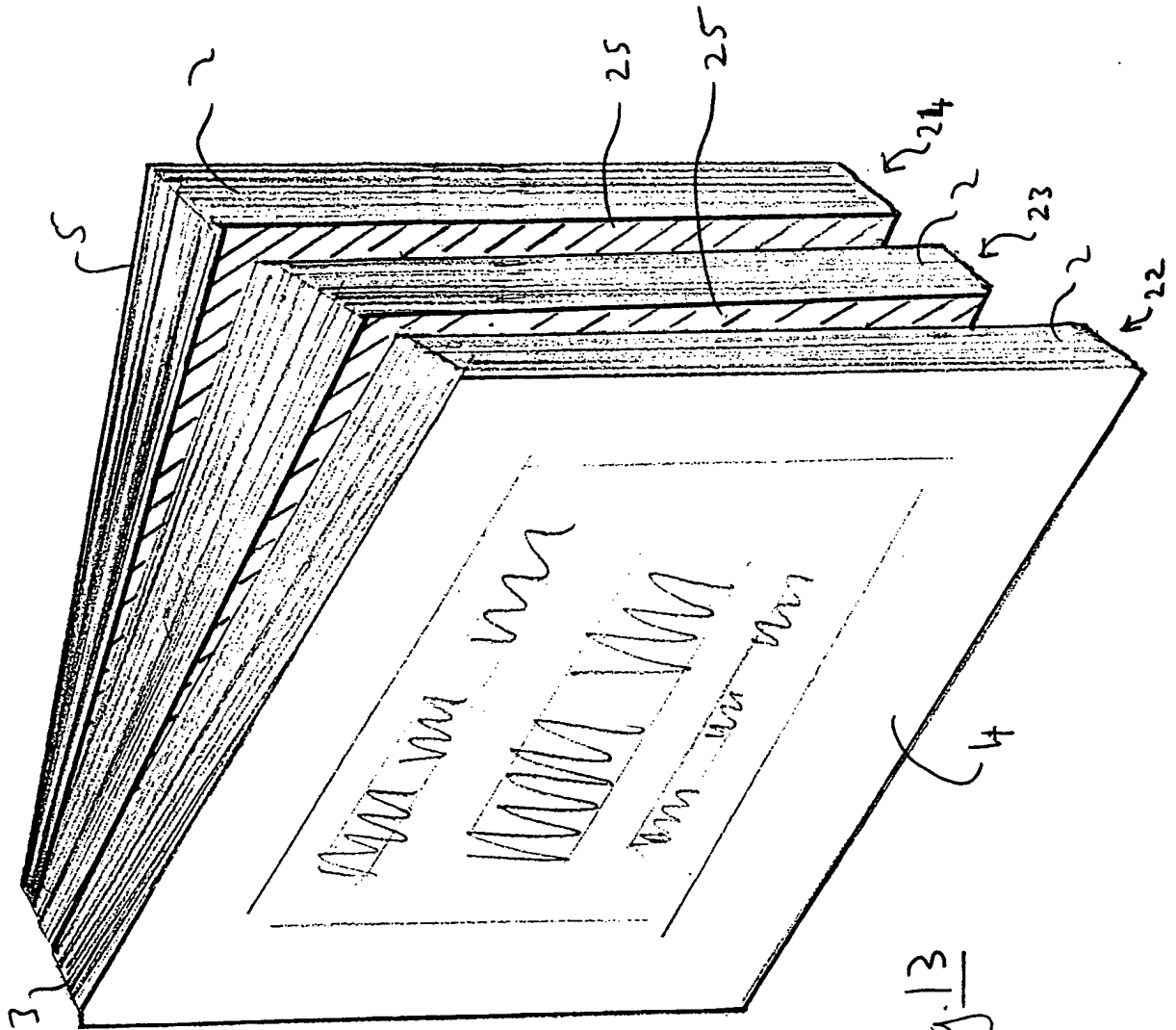


Fig. 13

INTERNATIONAL SEARCH REPORT

Inte. onal Application No

PCT/GB 99/03498

A. CLASSIFICATION OF SUBJECT MATTER
IPC 7 B42D1/00

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

IPC 7 B42D G09B A63H

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practical, search terms used)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	FR 2 689 816 A (LECROART) 15 October 1993 (1993-10-15) the whole document ---	1,2,4-6, 9,12,13, 20
X	EP 0 432 348 A (CASTON, HOITE C.) 19 June 1991 (1991-06-19) the whole document ---	1,2,20, 21, 23-28,30
X	FR 941 805 A (TRIMAN) 21 January 1949 (1949-01-21) the whole document ---	1-7, 20-22,24
X	FR 428 697 A (SCHULZE) 5 September 1911 (1911-09-05) the whole document ---	1-5,7,9, 12,13,20
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Date of the actual completion of the international search

2 February 2000

Date of mailing of the international search report

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INTERNATIONAL SEARCH REPORT

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PCT/GB 99/03498

C.(Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT

Category	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	GB 137 728 A (MASON) 17 February 1920 (1920-02-17) the whole document ---	1-4, 7, 8, 16-18
X	FR 2 029 906 A (RUBIN) 23 October 1970 (1970-10-23) the whole document -----	1, 2

INTERNATIONAL SEARCH REPORT

information on patent family members

International Application No

PCT/GB 99/03498

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
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EP 432348 A	19-06-1991	US 5020899 A BR 7000757 U CA 2016705 A PH 26641 A	04-06-1991 29-10-1991 13-06-1991 04-09-1992
FR 941805 A		NONE	
FR 428697 A		NONE	
GB 137728 A		NONE	
FR 2029906 A	23-10-1970	NONE	

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